Global South User Survey 2014
(... & Global South Quiz!)

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Q: Which is correct, Ukraine or The Ukraine?
Q: What percentage of the world population are in the GS?
~80% of the world population are in the GS
Q: What percentage of the **Wikimedia editors** are in the GS?
~20% of Wikimedia editors are from the GS
80% of your sales come from 20% of your clients

20/80 gap
Similar to: 10% of worldwide expenditure is devoted to the problems that primarily affect the poorest 90% of the world's population

Global South survey -

- A better understanding of the needs of local user communities in the global south.
- Data to supports product and program development.
- Initial benchmark point to measure future programmatic success in the local areas.
- Guide the process of the strategic planning.

11 countries & 15 languages

- Mexico and Argentina (Spanish)
- Brazil (Portuguese)
- Egypt, Jordan, and Saudi Arabia (Arabic)
- Vietnam (Vietnamese)
- India (English, Hindi, Telugu, Kannada, Tamil, Malayalam, Bengali, Gujarati)
- Turkey (Turkish)
- Philippines (English, Tagalog)
- Indonesia (Bahasa Indonesia)
Demographics
- Age
- Gender
- Location

Internet Usage
- Device
- Duration
- Issues

Reading Wikimedia projects
- Which projects
- Quality evaluation
- How often

Contributing to Wikimedia projects
- Type of contributions
- How much time spent
- Motivations
- Total Responses: ~101,000
- Dropout rate: 53%
- Surveys completed: ~47000
- Survey open duration: Oct 31 - Nov 14 (15 days)
- Average response duration: 13 min
Q: Is the gender gap consistent across countries?
What is your country of residence?

[Bar chart showing percentage of male and female users from various countries. The countries listed are: India, Brazil, Turkey, Mexico, Argentina, Indonesia, Vietnam, Saudi Arabia, Philippines, Bangladesh, Jordan, Egypt.]
Q: What is the relation between the access device and age?
What is your age range?
Q: What is the relation between the education level and editorship?
What was the last level of education you have completed?
Q: How do our users spend their time on the internet?
What are the main purposes you use the internet for?

- Email
- News
- Social networking
- Blogging
- Search
- Chat
- Games

[Bar chart comparing Non-Students and Students]
Q: What are the major challenges for our users in the GS?
<table>
<thead>
<tr>
<th>Word</th>
<th>Occurrences</th>
<th>Percentage</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>cost</td>
<td>594</td>
<td>13.30%</td>
<td>1</td>
</tr>
<tr>
<td>connectivity</td>
<td>467</td>
<td>10.50%</td>
<td>2</td>
</tr>
<tr>
<td>speed</td>
<td>228</td>
<td>5.10%</td>
<td>3</td>
</tr>
<tr>
<td>content</td>
<td>117</td>
<td>2.70%</td>
<td>4</td>
</tr>
<tr>
<td>slow</td>
<td>45</td>
<td>1%</td>
<td>5</td>
</tr>
</tbody>
</table>
Q: What contents people wish they find more on the internet?
Q: Which sister projects do people read the most?
Q: How high do people rate Wikipedia?
How do you evaluate the following aspects of Wikipedia?

- Readability
- Overall
- Coverage of topics
- Depth of information
- Reliability or trustworthiness of
- Wikipedia policies - help pages
- Design (site interface)

Comparison:
- Contributors
- Readers Only
Q: Which sister projects do students contribute to?
Which of the Wikimedia projects do you contribute to?

![Bar chart showing contributions to different Wikimedia projects by Non-Students and Students.](chart.png)
Q: What does the number 240 represent?
240 pages of full analysis are waiting for you at:


(http://go.cur.lv/GS2014)

Please direct questions to:

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Thank you!